

Management Programme

ASSIGNMENT FIRST SEMESTER (January to June) 2021

This Assignment is being provided to only those students who are going to complete their maximum duration in the admission cycle January 2021 (TEE June 2021). For all other students the Assignments for this course will be available in July 2021 admission cycle (TEE December 2021) and therefore they should not attempt this Assignment.

MS-68: Management of Marketing Communication and Advertising



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS-68
Course Title	:	Management of Marketing Communication and Advertising
Assignment Code	:	MS-68/TMA/SEM-I/2021
Coverage	:	All Blocks

Note: 1. *This Assignment is being provided to only those students who are going to complete their maximum duration (validity period) in the admission cycle January 2021 (TEE June 2021). For all other students the Assignments for this course will be available in July 2021 admission cycle (TEE December 2021) and therefore they should not attempt this Assignment.*

2. Attempt all the questions and submit this Assignment to the Coordinator of your Study Centre on or before 30th April, 2021.

1. (a) What do you understand by the term marketing communication? Explain the communication model that describes how communication travels from the firm to the consumers and the factors that affect the way the consumer perceive the message.

(b) Write a brief on your understanding of the Rural media scene.
2. (a) Discuss the elements of promotion mix and their impact with suitable examples.

(b) What do you understand by the term message design in the communication framework? Bring out its importance in strategy development/formulation.
3. (a) Media selection, planning and scheduling are considered as strategic issues in advertising. Discuss each of these issues which makes them strategic.

(b) Explain the important considerations in the organisation and management of consumer trade promotions.
4. (a) Discuss the various functions and structure of an advertising agency.

(b) What do you understand by “positioning” in the context of advertising agencies?

Explain the various positioning alternatives available for advertising agencies with suitable examples.